



C.L. "Butch" Otter, Governor

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Benefits of Main Street

For Property Owners:

- Increased occupancy rates
- Rent stabilization or increase
- Increased property values
- Increased stability
- Reduced vandalism/crime deterrent
- Assistance with tax credits, grants, loan programs, design and cooperative maintenance
- Communication medium with other property owners
- Better image
- New uses on upper floors

For Local Residents and Consumers:

- Enhanced marketplace (better shopping and the benefits of shopping locally)
- Sense of pride in downtown
- Social/cultural activities
- Opportunities to keep kids in town
- Sense of hometown community
- Opportunity to participate/volunteer
- Better communication
- Political advocate
- Home values increase

For Retail Business Owners:

- Increased sales
- Improved image
- Increased value of business
- Coordinated efforts between local businesses and franchises
- Quality of life
- Educational opportunities (seminars and workshops)
- Increased traffic
- District marketing strategies (promotion and advertising)
- Better business mix
- New market groups Downtown
- Community pride
- Have needs/issues addressed

For Service Business Owners:

- Image building/improvement
- New/renewed/repeated exposure
- Increased variety of services

Healthier economy generates new/more business
Increased competition means more aggressive business styles
Tapping leakage
Increased population, new customers
Improved image, creates new market

For Financial Institutions:

Community Reinvestment Act compliance
Potential growth for loans, deposits, and other services (bank cards, financial services)
Improved image and good will
Survival of community, critical to bank success and economic stability
Central location more cost effective

For Utilities:

Additional businesses
Longer business hours
More employees
Healthy businesses feel freer to increase utility use
Healthy economy causes community to grow
Ensure quality in Main Street public improvements

For Municipal Governments:

Increased tax base
More tourism
Increased property values
Increased number of jobs
Better goals and vision
Healthy economy
Better services available
Positive perception of Downtown and community
Better relations between local government and private sector
Increased volunteer base for city
Takes political heat, develops consensus for political requests
Industrial recruitment
Impetus for public improvements
Grant solicitation
Information resource for city leaders

For County Government:

Increased public relations for county
Viable Downtown increases tax base
Multiplier effect

Viable Downtown is a draw for industry
Develops partnerships with city hall
Builds pride Heritage preservation
Alternative to redevelopment district
Quality of life issues
Help with parking issue

For Preservationists:

Main Street reinforces the common goals of preservation
Increases coalition
Increased awareness and credibility
Education of public and group
Improved public image
Improved economic feasibility of preservation